



Let us run your office ...
So you can run your business.

Missed Deadlines (submitted to IVAA June 27/13)

by: Bonnie Wooding, © 2013

"It was the best of times, it was the worst of times" ..."

Business is good, in fact it has never been better. And you just missed a deadline for a brand new client - ouch! Not so good, and on the way to getting worse. Your carefully thought out and well executed plans have been thrown into complete disarray for a reason you never expected (or planned for) – success !

It is time to implement Plan B. Uh oh - no Plan B? And no time to create one? Perhaps I can help.

Plan B makes it possible to integrate crises, new clients and unexpected projects smoothly into your workday, even if you are working every hour of the day (and most of the night).

Your Plan B can be just one option or a combination of several. All of the following options are a collaboration of one sort or another. By collaborating you will save time, money, and most importantly, your personal brand and reputation.

Partner agreements: Many solopreneurs and small business owners have implemented agreements with others in their field to support each other in times of need either as subcontractors or as partners. Having someone whose skills and expertise you know and trust and whom you can rely on as backup, can be a life saver, reducing stress and keeping clients happy.

Try to find someone who thinks like you do – someone who's work ethic and values are similar to yours. In this way you will avoid "culture clash" at the very moment you have no time to deal with it.

Student Intern: Another approach would be to take on an intern. There are many current and recently graduated students in your field who are looking for real world experience and guidance, and still more looking for hands-on practice in running a business.

Interns do require direct supervision – you are going to have to devote significant chunks of your time to effectively guide your intern's professional development. However, supervising an intern does have several benefits for you personally and for your business. First and foremost, you will improve your communication, management, coaching and leadership skills. You also have the opportunity to learn from your intern, who is bursting at the seams with all the newest, cutting edge skills and ideas. You will learn about building trust and commitment and finally, you are helping to develop the future leaders of your practice and profession.

Virtual Assistant: A third option would be to contract with someone in my profession - a Virtual Assistant (VA). VAs have a wide variety of skills and expertise and are available on an "as needed" basis. You can delegate to your VA all those tiresome tasks that do not generate income, all those niggling admin details that you're not really that good at or that you hate doing, and all those tasks you just don't have the time to do (or that you end up doing at 2am). By delegating the administration of your business, you are able to focus on serving your clients and growing your business.

Perhaps the very best solution to support and grow your success would be a combination of all three options: a new intern each year to bring new ideas and a breath of fresh air to your business; collaborations with peers



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to ensure the integrity of your brand and the continuation of your business, even during times of crises; and admin support, so your office runs smoothly while you are running your business.

And enjoy your success !

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* *A Tale of Two Cities*, Charles Dickens (1859)

Bonnie started her career in the typing pool and worked her way through the ranks to the office of the President. She created [HyWood Services](#) to provide executive suite support to busy and successful entrepreneurs and is well versed in the priorities and time commitments necessary for a successful partnership. Researcher, project manager, marketing & sales assistant, desk top and multimedia specialist, travel agent, mind reader and magician, Bonnie is a dedicated professional with a high level of integrity, who will competently attend to all your personal and professional matters.